

GIBO Click Powers Advanced Audience Intelligence and Monetization Logic in Successful Trial with [CoolShort](#)

Hong Kong, July 2025 — GIBO Holdings Ltd. (NASDAQ: GIBO), a leader in AI-driven content monetization infrastructure, today announced the successful trial of [GIBO Click](#) on [CoolShort](#), one of the newest global short-drama platforms focused on interactive entertainment experiences.

Launched in **June 2025**, [CoolShort](#) is dedicated to delivering immersive and interactive short-drama content to global audiences. The platform primarily serves **North America, Japan, Korea, and Southeast Asia**, offering **1-3 minute vertical short dramas** across multiple genres. It supports a flexible monetization structure, including **in-app purchases (IAP), in-app advertising (IAA), and subscription memberships**, enabling a diverse range of revenue models.

As of **July 2025**, [CoolShort](#) has:

- **400,000 total users**
 - **50,000 daily active users (DAU)**
 - **12 million cumulative views**
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Beyond Payments: Intelligent Engagement Analytics with GIBO Click

Unlike previous trials that focused primarily on payment settlement, the [CoolShort](#) test prioritized **audience analytics and adaptive monetization strategies**, highlighting GIBO Click's broader capabilities. Key functions validated during the trial include:

- **Behavioral Insights Dashboard:** Real-time analysis of viewing patterns, retention data, and user engagement metrics
 - **Dynamic Pricing Algorithms:** Testing content-driven price adjustments for premium episodes and bundles
 - **Global Monetization Readiness:** Ensuring scalable, multi-currency infrastructure to serve diverse regional markets
 - **Performance-Based Recommendations:** Leveraging AI data to enhance personalized content discovery
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Strategic Impact for Short-Drama Platforms

With the short-drama industry becoming a global entertainment phenomenon, platforms need **data-driven strategies** to boost user retention, optimize monetization,

and deliver premium content experiences. [GIBO Click](#) positions itself as the ultimate backend engine for this transformation—linking **audience intelligence with monetization logic**.

“The CoolShort trial demonstrates that [GIBO Click](#) goes beyond financial settlement—it provides platforms with actionable insights for smarter content strategies and revenue growth paving a strong foundation towards the company’s next milestone,” said a GIBO representative.

About GIBO Holdings Limited

GIBO Holdings Ltd. is a unique and integrated AIGC animation streaming platform with extensive functionalities provided to both viewers and creators that serves a broad community of young people across Asia to create, publish, share and enjoy AI-generated animation video content. With over 86 million registered users and advanced AI-powered tools, GIBO seeks to redefine the landscape of digital content creation.

Forward-Looking Statements

This press release includes “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements may be identified by the use of words such as “estimate,” “plan,” “project,” “forecast,” “intend,” “will,” “expect,” “anticipate,” “believe,” “seek,” “target” or other similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements also include, but are not limited to, statements regarding projections, estimates and forecasts of revenue and other financial and performance metrics, projections of market opportunity and expectations, the Company’s ability to scale and grow its business, the Company’s advantages and expected growth, the Company’s ability to source and retain talent, and the Company’s cash position, as applicable. These statements are based on various assumptions, whether or not identified in this press release, and on the current expectations of the Company’s management and are not predictions of actual performance. These statements involve risks, uncertainties and other factors that may cause the Company’s actual results, levels of activity, performance, or achievements to be materially different from those expressed or implied by these forward-looking statements. Although the Company believes that it has a reasonable basis for each forward-looking statement contained in this press release, the Company cautions you that these statements are based on a combination of facts and factors currently known and projections of the future, which are inherently uncertain. The forward-looking statements in this press release represent the views of the Company as of the date of this press release. Subsequent events and developments

may cause those views to change. Except as may be required by law, the Company does not undertake any duty to update these forward-looking statements.

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